

Monthly Performance Pack

December 2014



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 | Marketing & Audiences

Monthly summary – December 2014

- Requests to BBC iPlayer were virtually stable month-on-month, at **333m** – the second-best month ever, only a fraction behind November 2014 on 334m. At **256m, for TV** this was BBC iPlayer's best-ever month.
- Average daily requests were still over **10 million daily** in December, at 10.7m.
- In December, mobile and tablet requests increased back to half of all requests to TV programmes on BBC iPlayer – a level previously seen only in September 14. For radio, the proportion of requests from mobiles and tablets increased to 35%, a record high.
- Despite its late scheduling in the month, **Top Gear** was still the most popular episode in December. The end of **The Apprentice** was close behind, and Christmas specials including **Miranda**, **The Boy In The Dress** and **Doctor Who** featured strongly. **Question Time** on 11th December, which featured Russell Brand and Nigel Farage, was also in the top 20.
- For radio listening, **I'm Sorry I Haven't A Clue** continued to prove popular in December along with **The News Quiz** and breakfast shows for Radio 1 and Radio 2 – notably the **Radio 1 Breakfast Show on New Year's Eve**.

Consistent with previous months:

- The profile of BBC iPlayer users has evened out over time in terms of male/female ratio, but remains strongly under-55 in terms of age, which is younger than the typical TV viewer or radio listener's profile (although more in line with home broadband users).
- BBC iPlayer is used for TV at roughly the same time of day as linear TV viewing, although there is proportionally more daytime and late-peak use. For radio, BBC iPlayer is used far more in daytime than traditional radio listening, which peaks at breakfast-time.

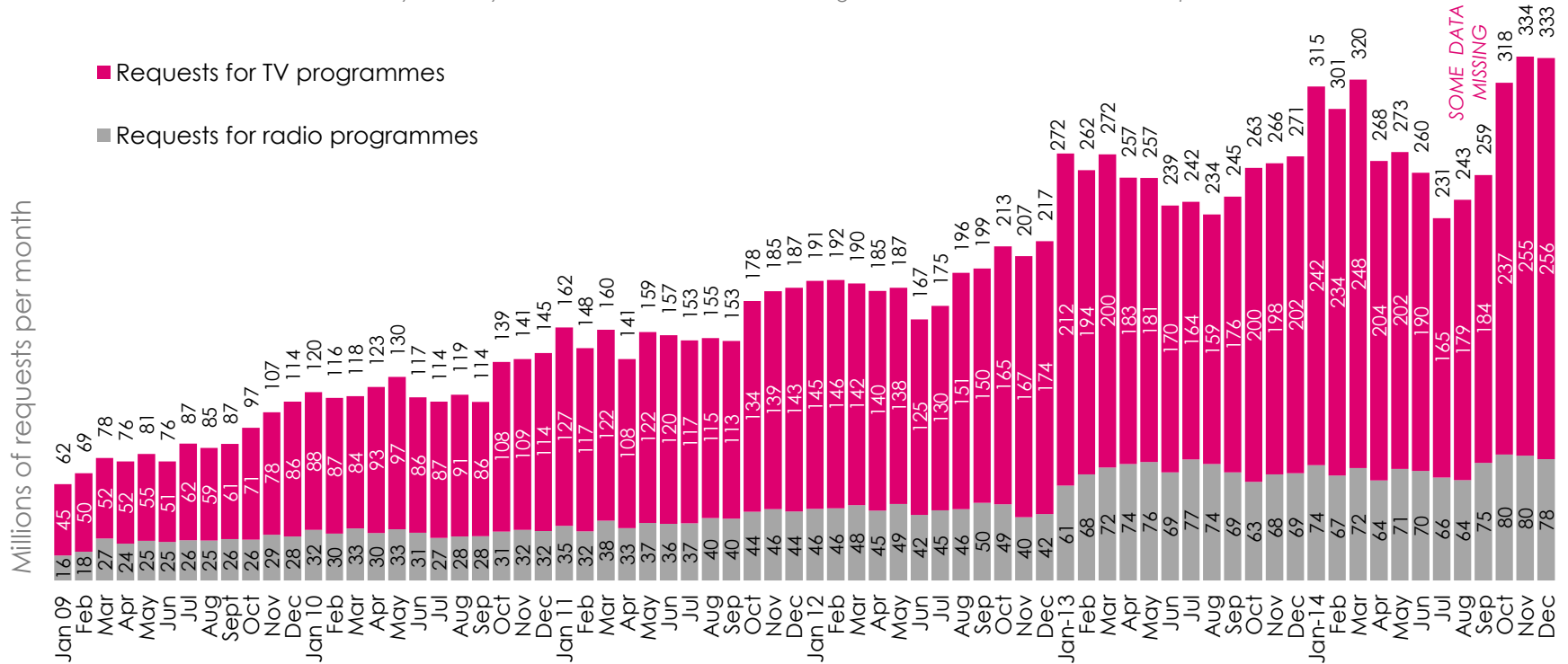
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Total monthly BBC iPlayer requests across all platforms, since 2009

Requests to BBC iPlayer were virtually stable month-on-month, at **333m** – the second-best month ever, only a fraction behind November 2014 on 334m. At **256m**, for TV this was BBC iPlayer's best-ever month.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

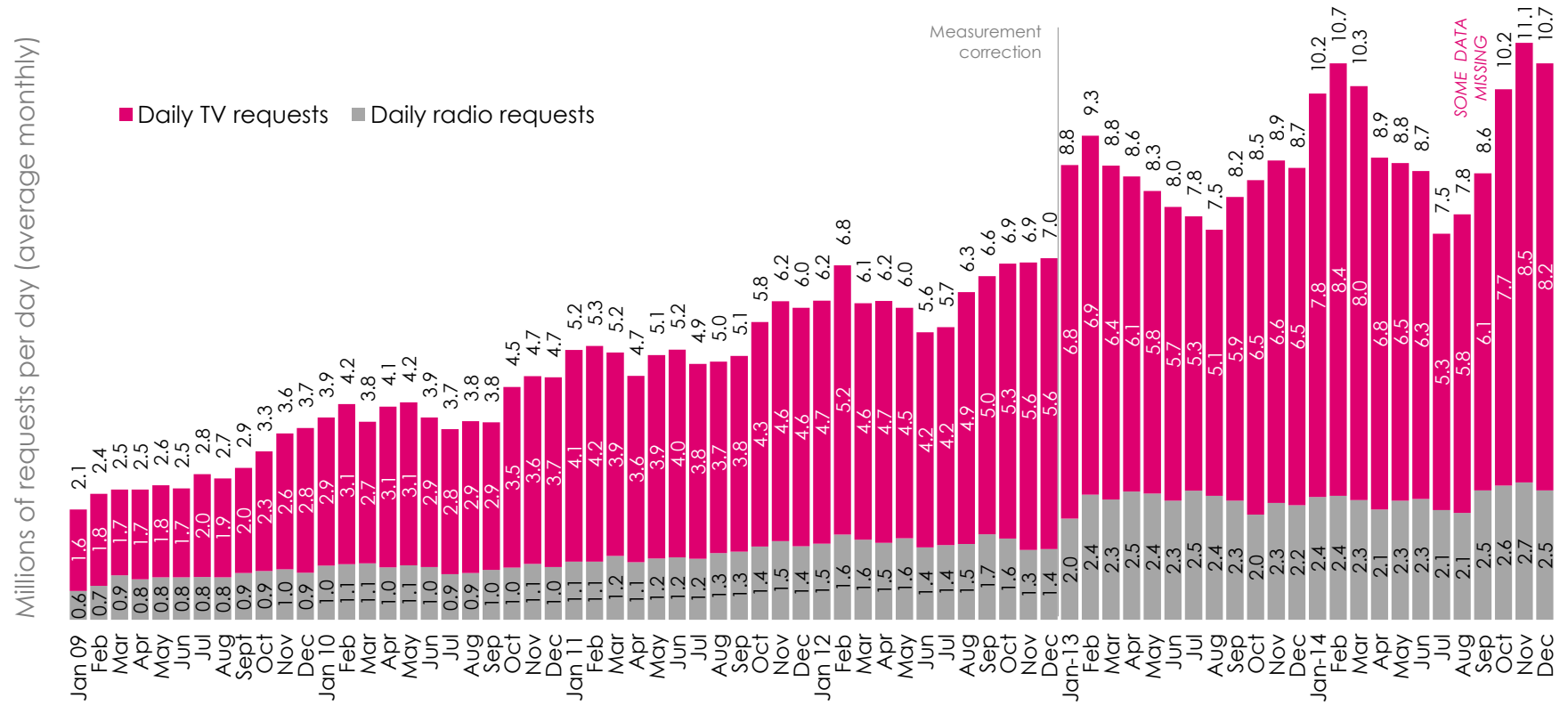


Please refer to slide 9 for guide notes

Average daily BBC iPlayer online requests

Average daily requests were still over 10 million daily in December, at 10.7m.

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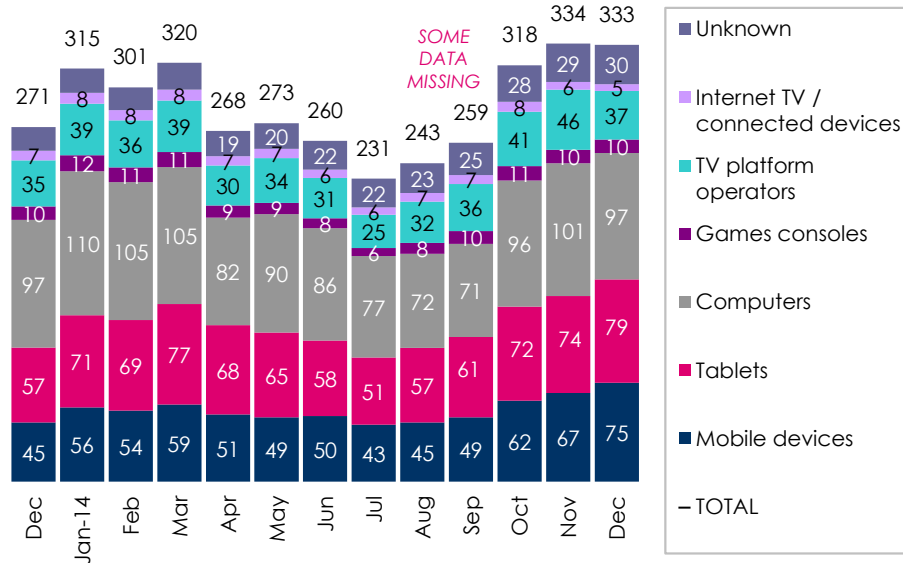
Please refer to slide 9 for guide notes

TV and radio: Requests for programmes by device type

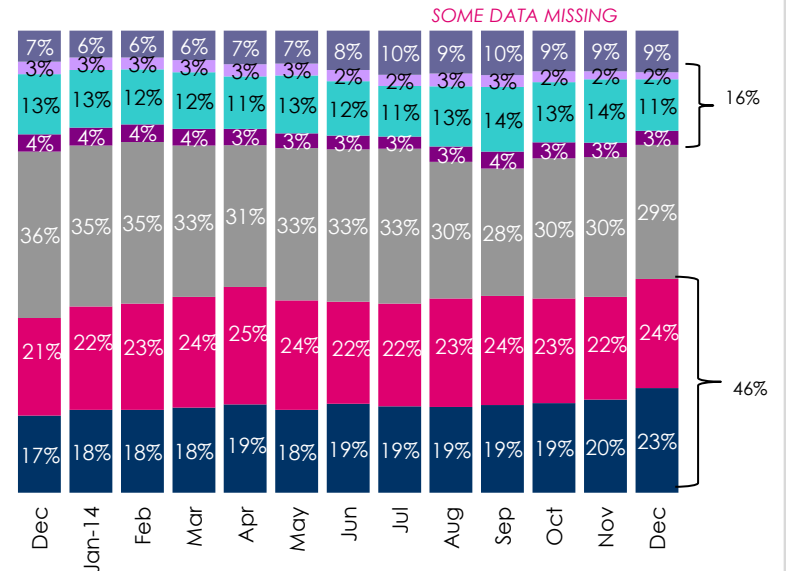
The proportion of requests from mobiles and tablets increased to 46% in December, their highest-ever level.

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Number of requests (millions)



% of requests



Notes:

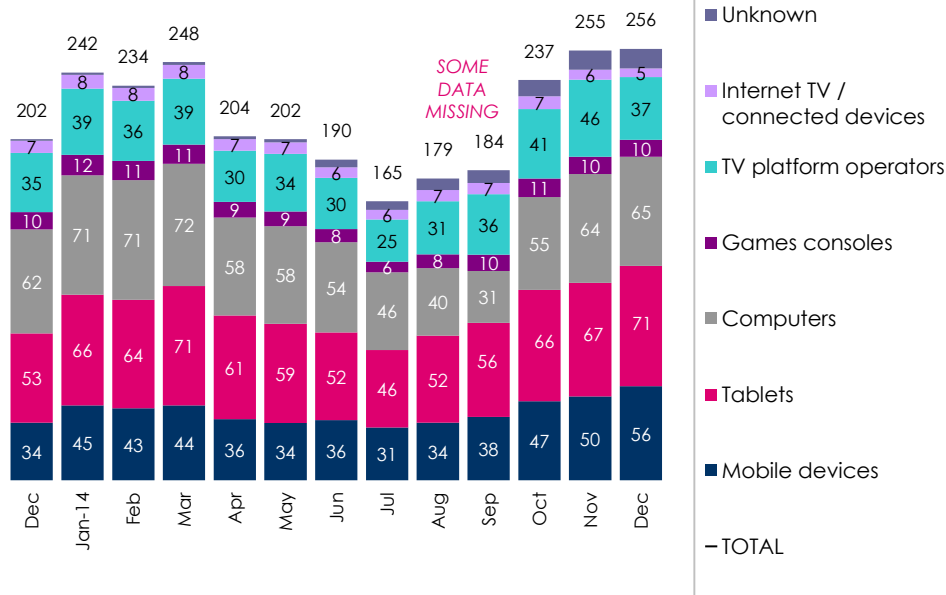
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.
TV platform operators include Virgin Media, Sky, YouView and BT Vision. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.
Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

TV only: Requests for programmes across BBC iPlayer by device type

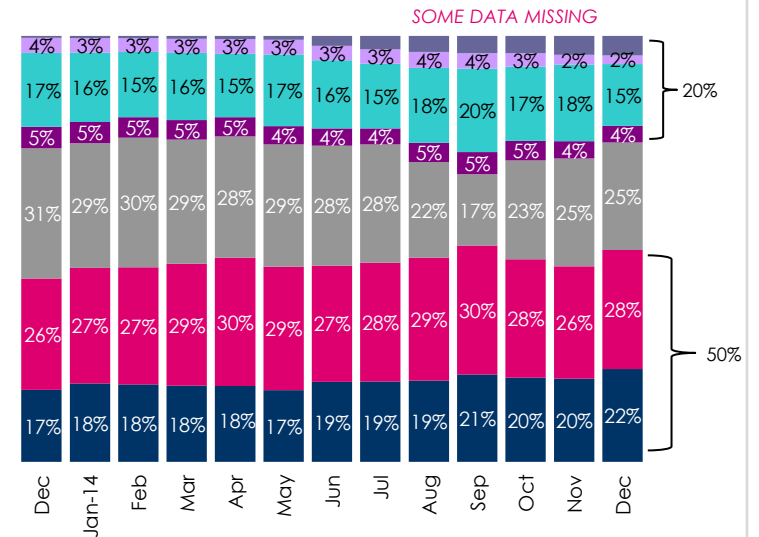
At 256m, for TV December was BBC iPlayer's best-ever month. Mobile and tablet requests increased back to half of the total for TV programmes on BBC iPlayer – a level previously seen only in September 14.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.

Number of requests (millions)



% of requests



Notes:

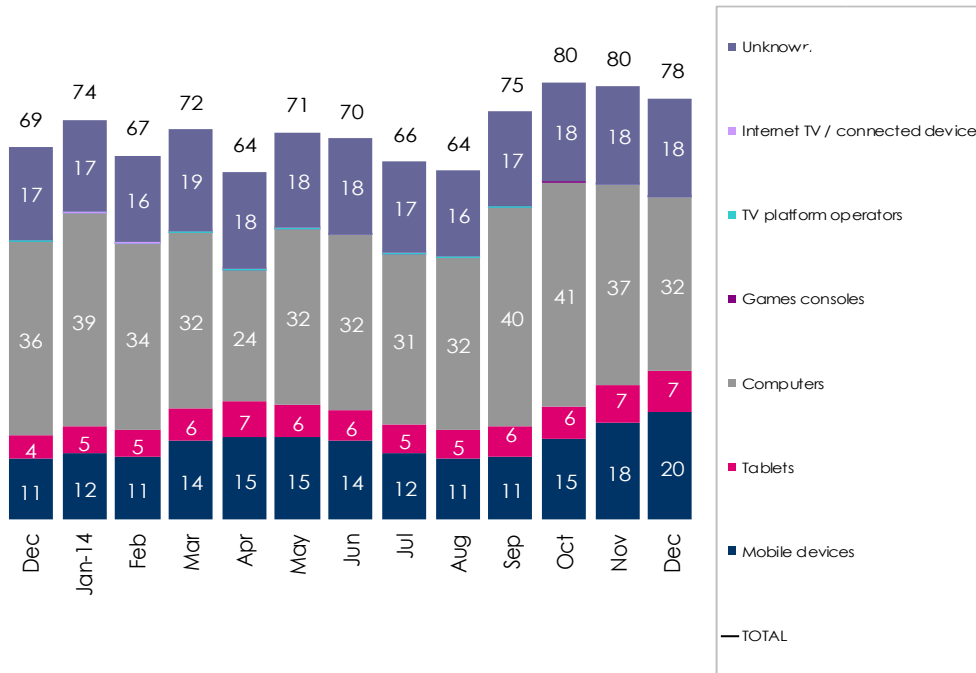
Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku.

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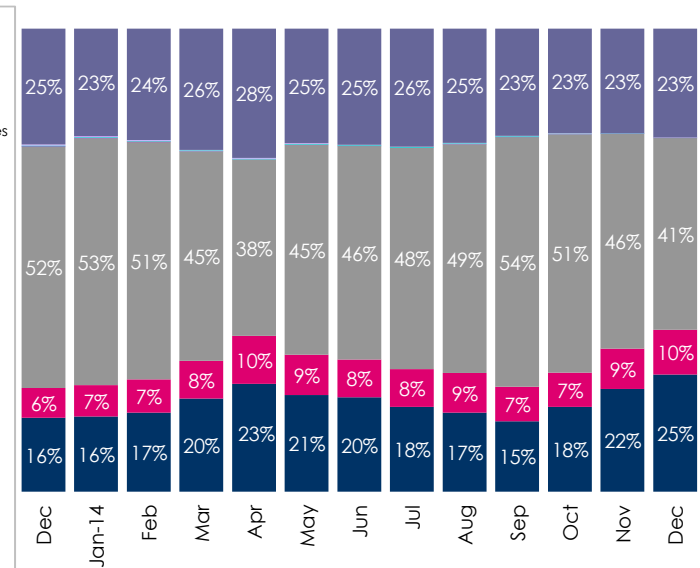
Radio only: Requests for programmes across BBC iPlayer by device type

There were 78m radio requests in December, a slight drop month-on-month as often seen during holidays. The proportion of requests from mobiles and tablets increased to 35%, a record high.

Number of requests (millions)



% of requests



Notes:

Internet TV / connected devices include Freeview and Freesat smart TVs, set-top-boxes and devices like Roku and blu-ray DVD players.

TV platform operators include Virgin Media, Sky, YouView. **Games consoles** comprise Sony Playstation, Nintendo Wii and Microsoft Xbox.

Unknown devices are mostly due to online radio services such as the TuneIn radio app, which we are currently unable to classify accurately by device.

Notes for figures in this report

The **remainder of this report excludes data** from **Virgin Media cable** and **Sky**. Virgin Media cable is not included as the data arrives later than BBC internal AV stats and Sky is treated separately as it is not currently consolidated within BBC iStats AV systems.

These notes apply to all the data in this pack and should be included as footnotes as relevant when quoting any of these figures. A **glossary** is on page 17.

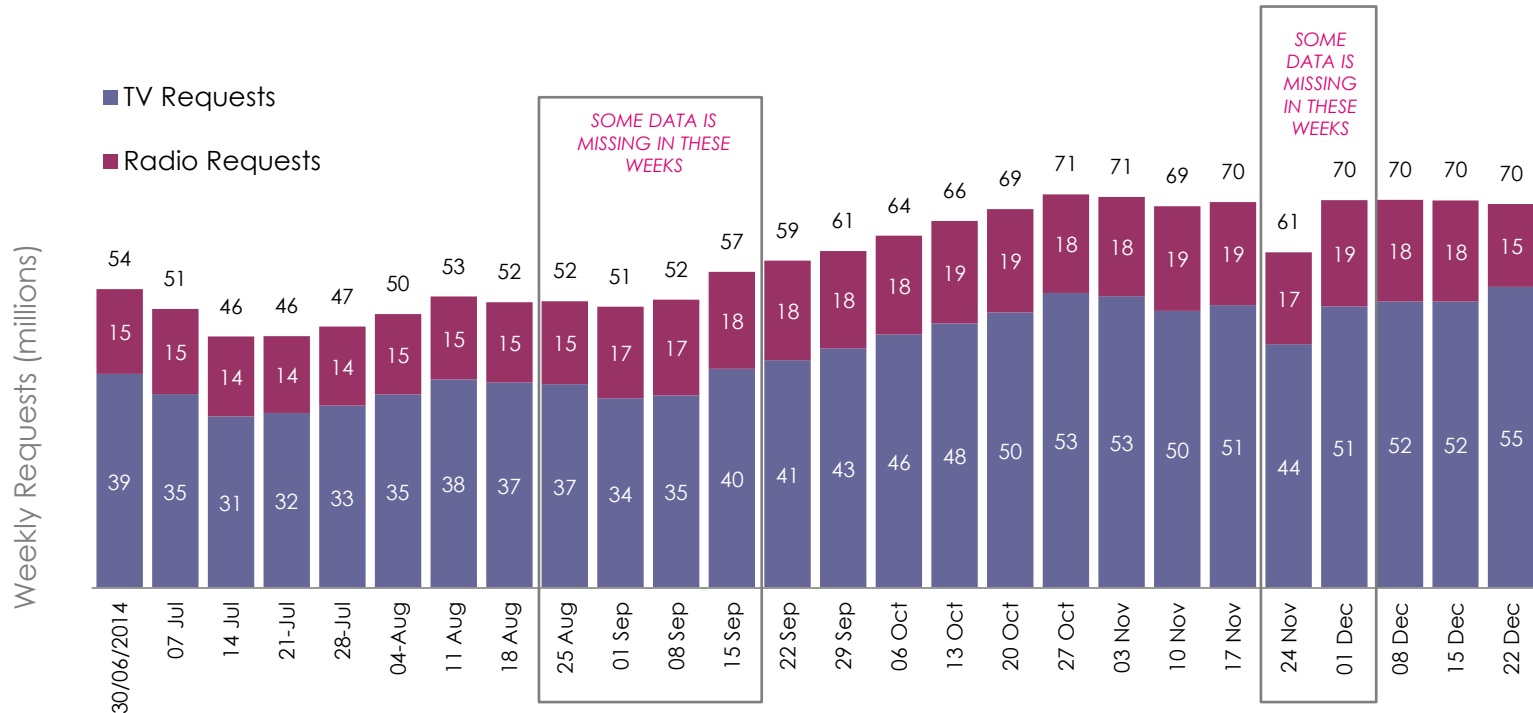
- This data is collected via a BBC internal data warehouse (BBC iStats). The methodology adheres to industry standard guidelines as defined by JICWEBS and ABCe, with the exception that the BBC data is based on a 25% sample of users and not 100%. The BBC are working towards 100% sample over the coming months.
- **Note on the top 20 lists for TV and radio episodes:** these show the most-requested individual episodes for the month, for interest, but only represent a fraction of all the episodes available on iPlayer. They are indicative only, since they do not represent total request numbers per series.
- In 2009 the BBC refined its methodology for measuring AV requests, so figures for 2007/8 are not comparable. There may be further changes in the data in future releases as we continue to refine the methodology.
- Please quote the source of these figures as "BBC iStats".
- Unless specified otherwise, figures include requests for both on-demand catch-up (streams and downloads), or views of live simulcasts. We cannot report download playback due to data privacy restrictions. All data is for the UK only and excludes listening outside the UK
- This data includes requests via BBC iPlayer on any BBC website – whether on a programme, channel or station page, via the pop-out console, or on the BBC iPlayer website itself.
- This report does not include requests for web-only content (such as online news or sport coverage) – only requests for full-length programmes which have been transmitted on a TV channel or radio station.
- BBC iPlayer stats measurement was under-representing radio data up to mid-January 2013, when a problem was corrected, and radio requests from week 12 2014 to week 17 2014 were undercounted.
- TV requests were undercounted from 20th August 2014 – 16th September 2014 due to a measurement issue – we estimate around 15 million requests were not captured during this time, mainly for catch-up requests on computers (but not exclusively). Around 6 million requests are also missing from November, across all device types.

Weekly BBC iPlayer online requests – latest 6 months (excluding Virgin Media cable and Sky)

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

Average weekly requests were at 70m in December, broadly stable on previous months.

Some data was not captured in August, September and November 2014 – we estimate around 3.5m requests in August, 11.5m requests in September and 6m in November, but since we cannot accurately assess by device or date, we are not including our estimates in bar charts in this report.



BBC iPlayer - top 20 TV episodes, December 2014 (excluding Virgin Media cable and Sky)

Despite its late scheduling in the month, **Top Gear** was still the most popular episode in December. The end of **The Apprentice** was close behind, and Christmas specials including **Miranda**, **The Boy In The Dress** and **Doctor Who** featured strongly.

Question Time on 11th December, which featured Russell Brand and Nigel Farage, was also in the top 20.

BBC iPlayer Top 20 TV episodes – All	Total requests per ep.	BBC iPlayer Top 20 TV episodes – most requested episode per series	Total requests per ep.
Top Gear Patagonia Special, Part 1 27/12/2014	2,208,000	Top Gear Patagonia Special, Part 1 27/12/2014	2,208,000
The Apprentice Series 10 Episode 9	2,052,000	The Apprentice Series 10 Episode 9	2,052,000
The Apprentice Series 10 Episode 10	1,880,000	EastEnders 25/12/14	1,705,000
Top Gear Patagonia Special, Part 2 28/12/2014	1,726,000	Miranda Specials Episode 1	1,328,000
EastEnders 25/12/14	1,705,000	The Missing Episode 6	1,267,000
The Apprentice Series 10 Episode 12	1,656,000	Waterloo Road Series 10 Episode 8	1,212,000
The Apprentice Series 10 Episode 14	1,542,000	The Boy in the Dress 26/12/14	1,130,000
EastEnders 26/12/14	1,452,000	Some Girls Series 3 Episode 5	1,118,000
Miranda Specials Episode 1	1,328,000	Doctor Who Last Christmas	1,101,000
The Missing Episode 6	1,267,000	Question Time 11/12/14	1,092,000
Waterloo Road Series 10 Episode 8	1,212,000	Mrs Brown's Boys Christmas Specials Episode 1	1,010,000
The Missing Episode 7	1,194,000	Call the Midwife Christmas Special 25/12/2014	984,000
EastEnders 23/12/14	1,150,000	The Fall Series 2 Episode 4	970,000
EastEnders 19/12/14	1,146,000	Russell Howard's Good News Series 9 Episode 7	863,000
Waterloo Road Series 10 Episode 9	1,139,000	Citizen Khan Series 3 Episode 5	737,000
The Boy in the Dress 26/12/14	1,130,000	The Next Step Episode 30	688,000
Some Girls Series 3 Episode 5	1,118,000	Strictly Come Dancing Series 12 Episode 27	687,000
EastEnders 24/12/14	1,114,000	Miranda Series 3 Episode 1	685,000
Doctor Who Last Christmas	1,101,000	The Wrong Mans Series 2 Episode 1	683,000
Question Time 11/12/14	1,092,000	CBeebies Peter Pan 19/12/14	667,000

BBC iPlayer - top 20 radio episodes, December 2014

I'm Sorry I Haven't A Clue continued to prove popular in December along with **The News Quiz** and breakfast shows for Radio 1 and Radio 2 – notably the **Radio 1 Breakfast Show on New Year's Eve**.

BBC iPlayer Top 20 Radio episodes – All	Total requests per ep.	BBC iPlayer Top 20 Radio episodes – most requested episode per series	Total requests per ep.
I'm Sorry I Haven't A Clue Series 62 Episode 3	172,000	I'm Sorry I Haven't A Clue Series 62 Episode 3	172,000
The Radio 1 Breakfast Show 31/12/2014	168,000	The Radio 1 Breakfast Show 31/12/2014	168,000
The News Quiz Series 85 Episode 8	166,000	The News Quiz Series 85 Episode 8	166,000
I'm Sorry I Haven't A Clue Series 62 Episode 4	163,000	The Chris Evans Breakfast Show 03/12/14	158,000
I'm Sorry I Haven't A Clue Series 62 Episode 5	162,000	5 live Sport Prem League Football Man Utd v Stoke	126,000
The Chris Evans Breakfast Show 03/12/14	158,000	Cabin Pressure Series 5 Part 1 Episode 1	116,000
The News Quiz Series 85 Episode 7	155,000	Good Omens Episode 1	115,000
The News Quiz Series 85 Episode 9	155,000	Today 03/12/14	112,000
The Radio 1 Breakfast Show 03/12/2014	140,000	BBC Music Awards 2014 11/12/2014	110,000
The Chris Evans Breakfast Show 19/12/2014	139,000	Ken Bruce 03/12/2014	109,000
The Chris Evans Breakfast Show 17/12/2014	136,000	Fearne Cotton 01/12/2014	98,000
The Radio 1 Breakfast Show 01/12/2014	135,000	Steve Wright in the Afternoon 02/12/2014	94,000
The Radio 1 Breakfast Show 04/12/2014	132,000	5 live Sport 03/12/14	94,000
The Chris Evans Breakfast Show 12/12/2014	129,000	Annie Mac 05/12/2014	93,000
The Chris Evans Breakfast Show 18/12/2014	126,000	Scott Mills 04/12/2014	90,000
5 live Sport Prem League Football Man Utd v Stoke	126,000	Jeremy Vine 01/12/2014	86,000
I'm Sorry I Haven't A Clue Series 62 Episode 6	124,000	The Archers 03/12/14	84,000
The Chris Evans Breakfast Show 11/12/2014	124,000	The Matt Edmondson Show 31/12/2014	82,000
The Chris Evans Breakfast Show 04/12/2014	123,000	Gemma Cairney 31/12/2014	79,000
The Chris Evans Breakfast Show 05/12/2014	122,000	Christmas Eve with Heston 24/12/14	77,000

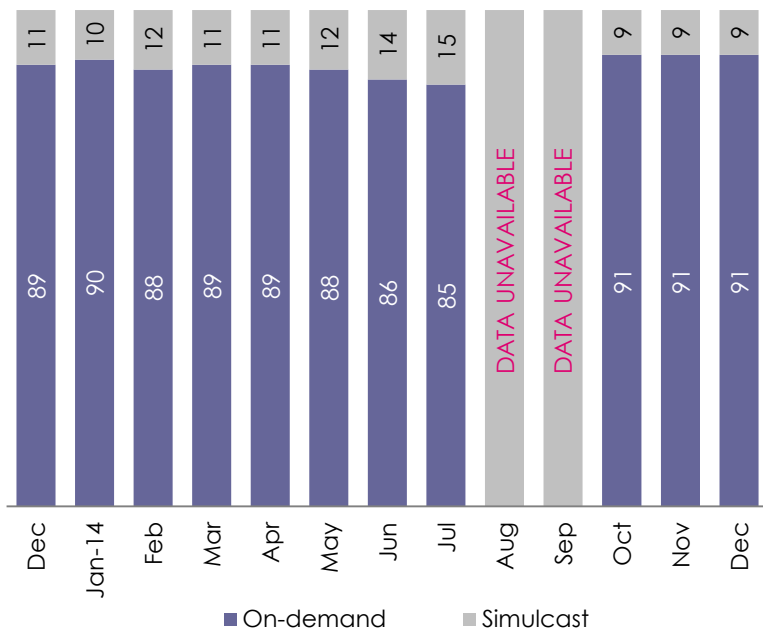
TV and radio requests: live vs catch-up online requests

This data excludes Virgin Media cable and Sky data for BBC iPlayer (see page 9 for more details).

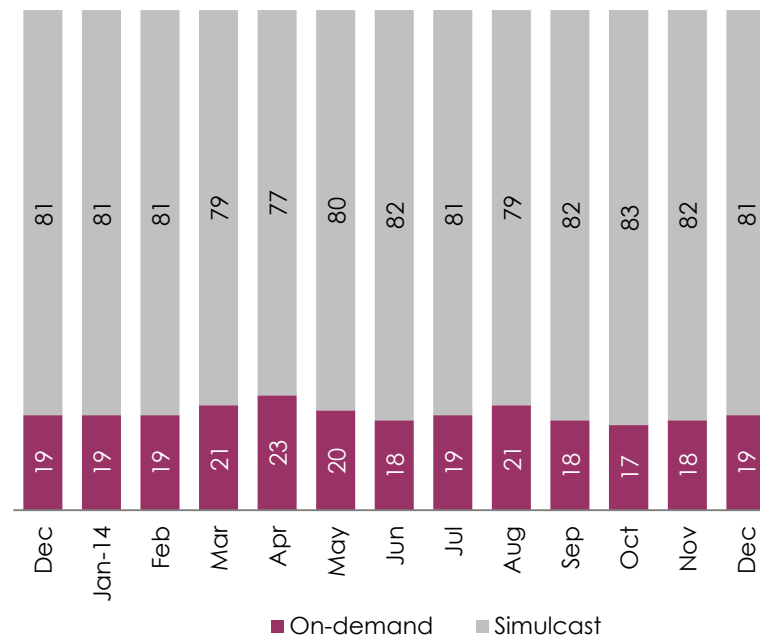
The proportion of live requests to TV remained at 9% in December, due to the strength of the autumn TV schedules. For radio, live requests were at 81%.

This information cannot be provided for TV requests in August and September 2014 due to the missing data.

% requests for TV programmes

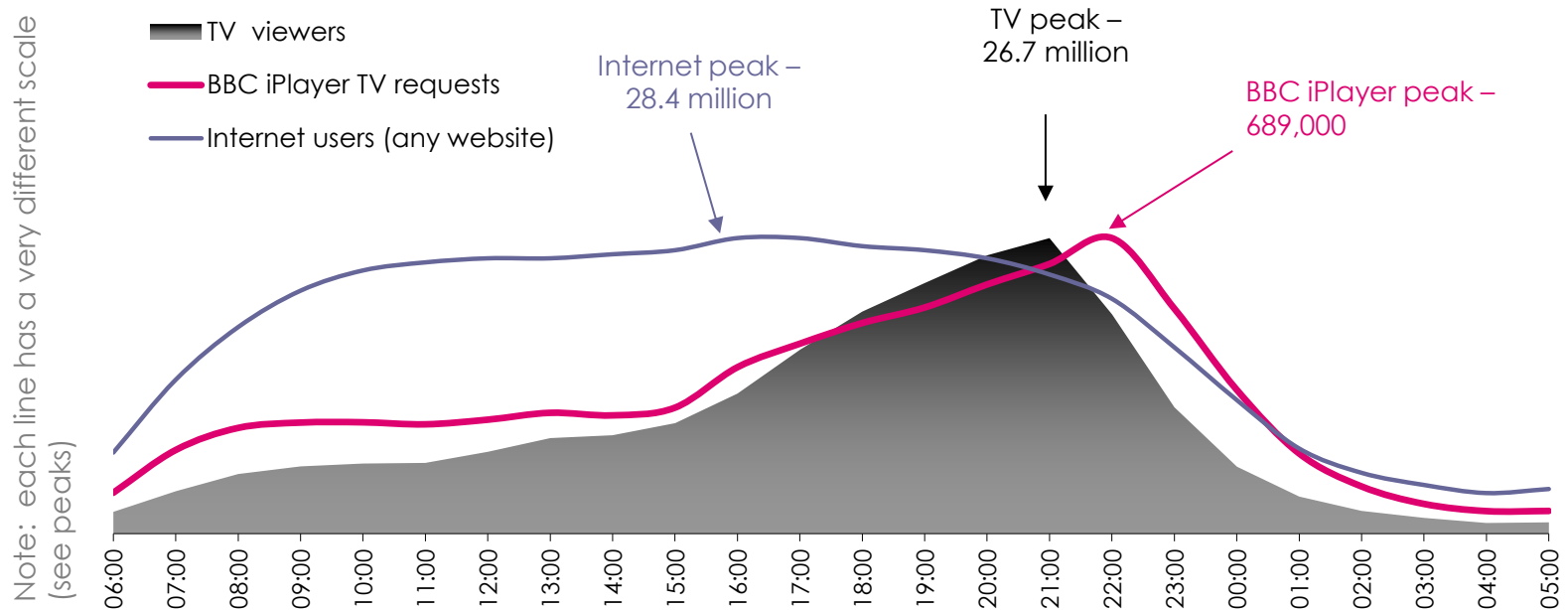


% requests for radio programmes



BBC iPlayer – use for TV online by time of day, December 2014

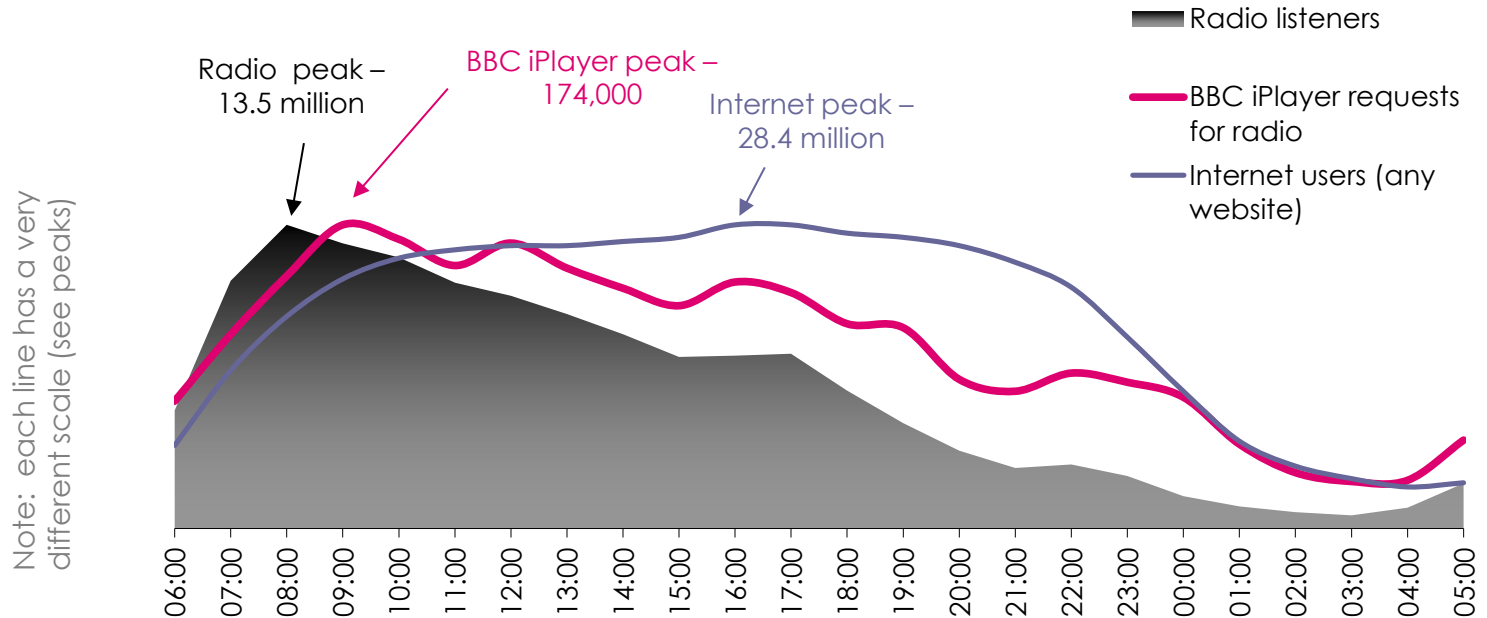
The scale for each line on this graph is different – traditional TV viewing is far higher than BBC iPlayer use. However it shows the **relative usage** pattern by time of day – with BBC iPlayer use (for TV) being closer to the pattern of TV viewing, than of internet use, with proportionally more viewing in daytime and late peak



Sources – TV from BARB December 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats December 2014 - see footnotes on final page for more detail

BBC iPlayer – use for radio online by time of day, December 2014

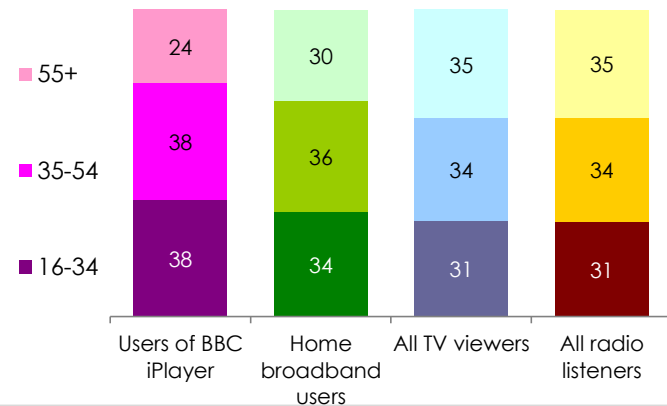
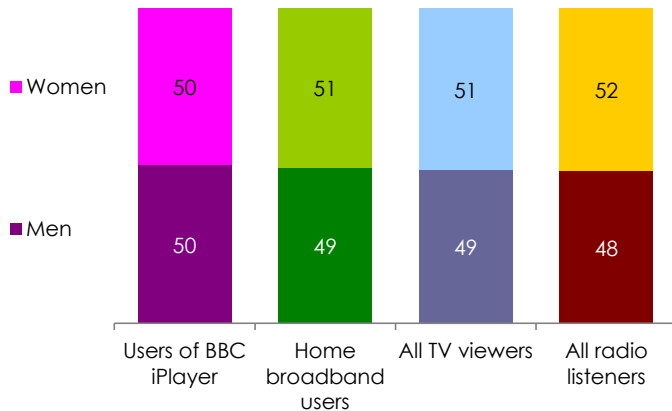
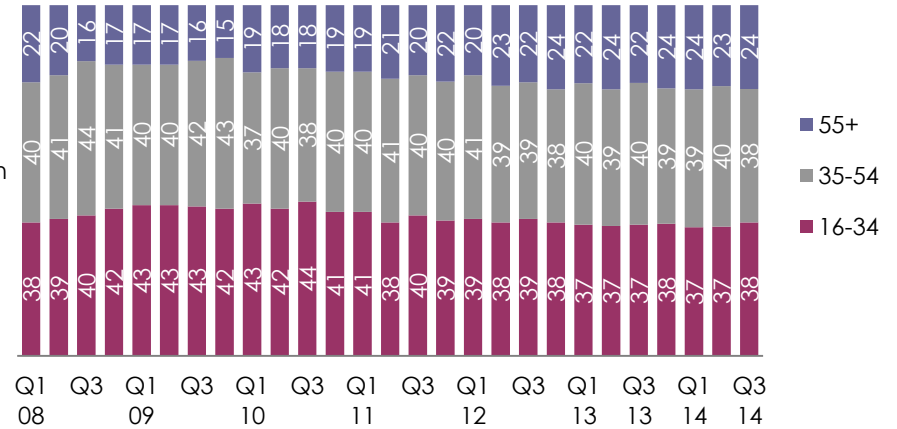
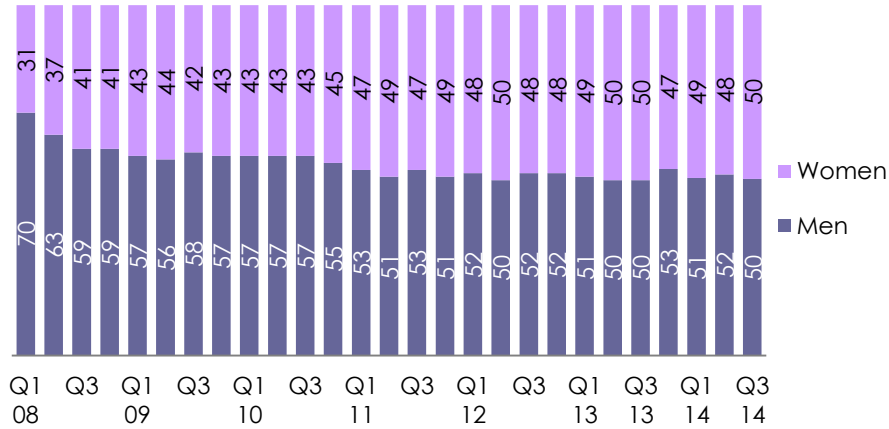
The scale for each line on this graph is different – traditional radio listening is far higher than BBC iPlayer use. However it shows the **relative usage pattern** by time of day – with BBC iPlayer use (for radio) being in-between the pattern of radio listening and internet use, with proportionally more listening in daytime and evening compared with the traditional linear breakfast peak.



Sources – radio from RAJAR Q3 2014, internet from Nielsen March 2012, BBC iPlayer from BBC iStats December 2014 - see footnotes on final page for more detail

BBC iPlayer use by demographic

The profile of users of the BBC iPlayer is measured on a monthly survey of 700+ UK adults, and has remained stable across 2014.



Glossary

- **Stream** – click to play instantly
- **Download** – save to your device to play later. We cannot report on playback of downloads due to technical and data privacy restrictions
- **Users** – a count of browsers accessing the online BBC iPlayer service. So, please note: if someone has a different device at work and at home, they are counted twice. If a family watches on one device together, only one browser is counted. This is the industry-standard way of counting “users” or “visitors” to websites
- **Requests** – the number of successful requests to stream or download a programme. We only count successful requests, where a stream or a download actually starts, rather than “clicks” which can be repeated if the user does not see an immediate reaction on the website
- **Catch-up / on-demand** – programmes requested after they have gone out on traditional TV/radio stations and are available on BBC iPlayer
- **Live / simulcast** – streaming of live TV channels / radio stations on the website, at exactly the same time as broadcast on traditional TV / radio stations

Extra footnotes for slides 15-16 showing data for time of day

- TV data – BARB average audience, live overnights, by hour, all individuals aged 4+, Total TV
- Radio data - RAJAR average audience, by hour, all adults 16+, all radio stations
- BBC iPlayer - average requests, by hour, all programmes, stream & downloading, live and on-demand, UK only
- Nielsen – user numbers, aged 2+ based on internet population estimate of 38 million individuals